



CHARLOTTE

2016 NEIGHBORHOOD BOARD RETREAT



Browne's Ferry

Hosted by City of Charlotte Neighborhood & Business Services at UNC Charlotte Center City

Browne's Ferry

2016 Board Retreat

Background

On Saturday, July 16th, 2016, the board members of the Browne's Ferry HOA participated in the Neighborhood Board Retreat facilitated by the City of Charlotte, hosted at UNC Charlotte Center City. The following board members participated in the retreat:

- Jessica Norman
- Donnee Bailey
- Adela Henry
- Peggy Ward
- LaWanda Bailey
- Mario Colosi



The City of Charlotte values citizen leadership and its ability to make an impact in the communities, in which we all live, work, play and shop. With this in mind, the board retreat process was initiated to help neighborhood based organizations develop strategic plans to improve quality of life in their communities.

Purpose

The purpose of the board retreat was to

- Generate meaningful conversations around improving quality of life in our community
- Set clear goals and priorities for the upcoming year(s)
- Develop a vision and strategic priorities for our community

By participating in the retreat, our board earned a \$1,500 match credit toward a Neighborhood Matching Grant (NMG) to help execute one of the projects we identified.

To receive this credit we'll submit our completed Vision to Action Idea Development Plan Workbook with our NMG request. This credit will expire following the September 1, 2017 NMG application deadline.

Process

Our board retreat was conducted by trained facilitators tasked to keep our conversations on-task, productive, and focused on achievable objectives. The process was designed to help capture the best of the past, the best of the present, and how we can add to our strengths to build a better future. The focus was:

- Developing a vision to guide our decision making and activities
- Developing strategic priorities that aligned with our vision
- Developing project ideas

The agenda for the day was as follows:

- Introductions
- Where Have We Been? Where Are We Going?: Arrow Activity
- Where We Want to Be: Vision Statement Exercise
- Seeing the Forest through the Trees: Developing Strategic Priorities
- Working Lunch – The Year Ahead
- Idea Development – Time for participants for develop an action plan for goal achievement.

Where Are We Going, Where Have We Been?

We began our day with paired interviews, using the “Where Are We Going, Where Have We Been?” activity. The activity was intended to help us reflect on:

- What we value
- What are the best things about our community and the people who live here
- What are our past successes
- Where are the potentials and possibilities

After interviewing our partners we shared our discussion with the group, finding commonalities in our conversations.

Where We Were: Reflecting on our past, what were some of the best/worst moments?	Where We Are: Why would or wouldn't a person/business want to move into our community?	Where We Want to Be: If you could make 3 wishes to make our community flourish, what would they be?
<ul style="list-style-type: none"> • Lots of houses for sale a year ago, but lots of homes sold in last year • Used to have a divided neighborhood – 2 separate neighborhood organizations • Lots of children 15-20 years ago: they played outside, did Christmas caroling • Vandalism was a problem 10 years ago • HOA board was mismanaged • Poor communication • Nice tree-lined community • Lack of events; poor participation 	<ul style="list-style-type: none"> • Good leadership • Surrounding neighborhoods experiencing vehicle break-ins • Great location; close to parks & highways • Facebook group is great • Increased involvement • Great communication • Nice choice of schools • House upkeep is important • Nextdoor participation is great • New families coming in to make a mix with longer term residents • Homes are aging, need maintenance 	<ul style="list-style-type: none"> • More activities • Get to know neighbors better • Need more participation • Address crime better • More Christmas activities for whole neighborhood • More international and cultural activities • Assign block captains • Greenway connections to light rail • Maintain peacefulness • Develop incentives to help increase participation • Increase property values

Our Vision

Our vision is the unifying statement for our community that will guide our decision making and reminds us of what we are trying to reach. It is based on our shared values and preferences for our community's future. It combines the best of what was, what is, and what could be.

OUR VISION:

Browne's Ferry boasts a lively mix of residents, along tree-lined streets, who seek to nurture community pride and build relationships

Strategic Priorities

After committing to a shared vision, the board began to brainstorm on strategic priorities. This is where we began to define what is most important to us in order to achieve our vision. Strategic priorities are initiatives that will help us move closer to our vision of our community. The idea is to focus on a few things and do them very well as opposed to many things and missing the mark.

We started out thinking big and then narrowed down our focus using the Affinity Mapping Process, detailed below:

- Grab some sticky notes from the table. Keeping the vision statement in mind, write down as many of the following as you can think of, one per sticky note:
 - Current action items getting you closer to our vision.
 - Possible priorities/actions items to get us closer to our vision.
- Place the sticky notes on the wall.
- Organize the ideas by natural categories, once everyone agrees on the groups, give each one a name.



This activity led us to the following categories and action items being identified as important within our community:

Groups/Clubs: Garden club; group for kids (all ages); pastoral care for babies, illness, death, life events

Participation: Sign up people to help with events; find donations to increase participation; committee volunteer drive; promote pride with yard of the month; get activities for kids to increase their involvement and their parents; create different interest groups

Communication: Increase communication among neighbors; each volunteer reach out to one person for additional assistance; keep residents informed; develop and agenda of activities for the year (calendar); keep up events and make people feel welcome

Activities & Events: Fitness groups; quarterly events/ethnic activities; DIY community workshops (ex: home repair);tailgating event; chili cook off; downtown sporting event; basketball tournament; volunteer to host community event; organize monthly block/street activities

Each participant was provided three (3) stickers to be used for voting. Stickers could be placed all on one or two items or shared amongst all of the ideas identified. The three categories receiving the most votes are the strategic priorities that are most important for us to begin working on to achieve our vision, these are:



[Action Items for 2016-2017](#) The three activities selected as most impactful toward achieving our strategic priorities are activities in 2016-2017 are:



2016 Neighborhood Board Retreat Summary

Browne's Ferry

OUR VISION:

Browne's Ferry boasts a lively mix of residents, along tree-lined streets, who seek to nurture community pride and build relationships

TO HELP US REACH OUR VISION WE WILL FOCUS ON THREE STRATEGIC PRIORITIES:

1

Increase
Activities & Events

2

Increase Activities
& Events and
Encourage
Community Pride

3

Increase
Communication &
Participation

IN 2016-2017, WE WILL WORK ON THESE ACTIVITIES GUIDED BY OUR PRIORITIES:

Panthers tailgating
event

DIY workshops on home
repair and maintenance

Develop activity agenda &
community calendar



Resources to Get Started- You've rolled up your sleeves and established your vision. The following resources may assist your organization in achieving your goals. Links and contact information are provided for information only and are subject to change.

Project	Getting Started	Resources
Project #1 Panthers tailgating event	<ul style="list-style-type: none"> Pull together a group of volunteers to help plan the event Consider involving businesses 	<p>Increase Neighborhood Volunteers: http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers</p> <p>Volunteer Appreciation Ideas: http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/</p> <p>Research other events going on in the same area and couple yours with theirs</p>
	<ul style="list-style-type: none"> Advertise thoroughly 	<p>https://nextdoor.com</p> <p>Yard Signs: Make signs to announce meetings with FastSigns® Reusable Yard Signs: http://www.fastsigns.com/sg-yard-signs/Yard-Signs</p> <p>Mail Chimp: Free online newsletter creator to announce events: www.mailchimp.com</p> <p>Canva to create visuals: https://www.canva.com/</p> <p>Increase neighborhood participation: http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</p>
		<p>Neighborhood Matching Grants (NMG): Charlotte's NMG Program can provide grants to eligible neighborhood organizations for community events. To determine eligibility or to review program details please visit http://charlottenc.gov/nmg or call 704-336-3380.</p>
Project #2 DIY workshops on home repair and maintenance	<ul style="list-style-type: none"> Contact your City code inspector to see if there are code violations that are of concern (help to target your approach) Organize around a Lowe's or Home Depot workshop Consider youth involvement 	<p>How-to lessons at Lowe's: http://www.lowes.com/cd_How+To+Library</p> <p>Home Depot Workshops: http://workshops.homedepot.com/workshops/home?cm_mmc=SEM THD G BT2 Resources&gclid=CJi3x9XeuMACFQ1p4AodDx0AmQ&gclsrc=ds</p> <p>Master Gardeners of Mecklenburg County: http://www.mastergardenersmecklenburg.org/</p> <p>Contact Code Enforcement Inspector: http://charmeck.org/city/charlotte/nbs/about/serviceareas/Pages/default.aspx</p> <p>Choose what topic you want to address and invite a speaker: Need a Speaker: http://charmeck.org/speakersbureau/Pages/default.aspx, or call 311</p>
Project #3 Develop activity agenda & community calendar	<ul style="list-style-type: none"> Survey residents on what types of activities they would like to see Recruit a volunteer base to plan and host programs 	<p>Online survey tool: www.surveymonkey.com</p> <p>Types of neighborhood communication: http://www.neighborhoodlink.com/article/Association/Effective_HOA_Communication</p> <p>Additional examples of communication: http://mrsc.org/Home/Explore-Topics/Governance/Citizen-Participation-and-Engagement/Communication-and-Citizen-Participation-Techniques.aspx</p> <p>Consider technological versions of calendar using Digitalcharlotte as a resource: http://digitalcharlotte.org/</p> <p>How to organize a committee: http://www.mycommittee.com/BestPractice/Committees/Startingacommittee/tabid/244/Default.aspx</p> <p>Increase neighborhood participation: http://atlantahoamanagement.wordpress.com/2011/09/27/how-to-increase-attendance-or-participation-in-homeowner-committees/</p>

		<p>Increase Neighborhood Volunteers: http://www.neighborhoodlink.com/article/Association/Attracting_Volunteers</p> <p>Volunteer Appreciation Ideas: http://blogs.volunteermatch.org/engagingvolunteers/2012/04/05/7-ways-to-appreciate-your-volunteers/</p> <p>Research other events going on in the same area and couple yours with theirs Advertise via https://nextdoor.com/ or http://www.facebook.com Use signupgenius.com to enroll participants</p>
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Your community is located within Charlotte’s Northeast Service Area. Your staff contacts for following up and community assistance are:

Charlenea Duncan, Community Engagement Specialist	John Short, Community Engagement Lead
csduncan@charlottenc.gov or 704-336-2173	jshort@charlottenc.gov or 704-336-3862

